

Message Text

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TO AMEMBASSY MOSCOW

UNCLAS STATE 295712

E.O. 11652: N/A

TAGS: TGEN, US, UR

SUBJECT: COMPUTER APPLICATIONS: DECISION-MAKING (01.010503)

1. AUFENKAMP REQUESTS THAT FOLLOWING LETTER BE TRANSMITTED
TO PROFESSOR VITALY YU. OZIRA WITH COPIES TO PROFESSOR
G. K. POPOV, DEPARTMENT OF ECONOMICS, MOSCOW STATE
UNIVERSITY, PROFESSOR N. N. IVASHCHENKO, MINISTRY OF HIGHER
AND SECONDARY SPECIALIZED EDUCATION, AND TO RAMEYEV AND
ZARODOV.

2. 01.010503 - DECEMBER 3, 1976

PROFESSOR VITALY OZIRA
CHAIRMAN, DEPARTMENT OF MANAGEMENT
PLEKHANOV INSTITUTE OF NATIONAL ECONOMY
STREMYANIY, 28, MOSCOW

DEAR PROFESSOR OZIRA:

IN THE MINUTES OF DISCUSSION SIGNED BY YOU AND PROFESSOR
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MCKENNEY IN THE U.S. IN SEPTEMBER 1976 IT WAS PROPOSED

THAT ONE MONTH JOINT STUDY EFFORTS BE CONDUCTED ON METHODS OF MANAGEMENT EDUCATION. AS THE PROPOSED FIRST U.S. PARTICIPANT I HAVE THE FOLLOWING SUGGESTIONS FOR THE PROGRAM

OF MY STAY IN THE SOVIET UNION (PROPOSED FOR THE MONTH OF MAY).

THE PURPOSE OF THE PROGRAM IS THREEFOLD:

1. TO GIVE LECTURES AND HOLD DISCUSSIONS ON METHODS OF MANAGEMENT EDUCATION.
2. TO VISIT AND HOLD DISCUSSIONS AT T;E INSTITUTE OF MANAGEMENT OF THE NATIONAL ECONOMY, T;E RESEARCH INSTITUTE OF SYSTEM STUDIES.
3. TO HOLD DISCUSSIONS WITH SOVIET LEADERS IN THE AREA OF FOREIGN TRADE FOR THE PURPOSE OF PREPARING A JOINT RESEARCH PROGRAM ON THE MANAGEMENT OF LARGE-SCALE U.S./ U.S.S.R. JOINT PROJECTS.

THE PERIOD PROPOSED FOR THE PROGRAM IS MAY 1-31, 1977.
THE FOLLOWING ACTIVITIES ARE PROPOSED IN ORDER TO FULFILL THE THREE PURPOSES SPECIFIED ABOVE.

1. LECTURES ON METHODS OF MANAGEMENT EDUCATION. IT IS PROPOSED THAT LECTURES BE GIVEN FOR FACULTY MEMBERS AND ADVANCED GRADUATE STUDENTS ON THE FOLLOWING TOPICS:

(A) TEACHING BY THE CASE METHOD AND THE DEVELOPMENT OF CASE MATERIALS.

(O) THE ROLE OF FIELD STUDIES IN MANAGEMENT EDUCATION.

(C) THE USE OF COMPUTER-BASED METHODS IN MANAGEMENT EDUCATION.

THESE LECTURES COULD BE SCHEDULED AT ONE OR SEVERAL INSTITUTIONS, FOR EXAMPLE, MOSCOW STATE UNIVERSITY, THE PLEKHANOV INSTITUTE OF NATIONAL ECONOMY AND THE OZDYONIKIDZI INSTITUTE OF MANAGEMENT, AND COULD BE REPEATED IF NECESSARY TO INSURE MAXIMUM OPPORTUNITY FOR UNCLASSIFIED

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PARTICIPATION BY SOVIET COLLEAGUES. EACH LECTURE SHOULD HAVE AN ACCOMPANYING OPPORTUNITY FOR DISCUSSION AND EXCHANGES OF VIEWS. IT IS CONTEMPLATED THAT THERE WOULD BE ONE TWO-HOUR LECTURE ON EACH TOPIC AND ONE OR TWO DISCUSSION PERIODS ON EACH TOPIC.

2. VISITS TO INSTITUTE OF MANAGEMENT OF THE NATIONAL ECONOMY AND RESEARCH INSTITUTE OF SYSTEMS STUDIES.

(A) A VISIT OF 3-5 DAYS IS PROPOSED TO THE INSTITUTE OF MANAGEMENT OF THE NATIONAL ECONOMY TO HOLD DISCUSSIONS WITH PARTICIPANTS AND MEMBERS OF THE FACULTY OF THE TRAINING OF HIGH LEVEL EXECUTIVES. SPECIAL INTERESTS

INCLUDE THE DEVELOPMENT AND IMPLEMENTATION OF MANAGEMENT INFORMATION SYSTEMS AND THE ROLE OF DATA BASES IN PLANNING AND MANAGEMENT.

(B) A VISIT OF 1-2 DAYS IS PROPOSED TO THE RESEARCH INSTITUTE OF SYSTEMS STUDIES TO HOLD DISCUSSIONS ON STUDIES AT THE INSTITUTE WHICH RELATE TO PROBLEMS OF MANAGEMENT EDUCATION.

3. DISCUSSIONS WITH FOREIGN TRADE OFFICIALS ON THE

SUBJECT OF THE MANAGEMENT OF LARGE-SCALE U.S./U.S.S.R.

JOINT PROJECTS. DISCUSSIONS ARE PROPOSED WITH OFFICIALS INSTRUMENTAL IN U.S./USSR TRADE RELATIONS. OF SPECIAL INTEREST WOULD BE THE SELECTION OF A JOINT PROJECT FOR THE PURPOSE OF PREPARING CASE MATERIALS TO BE USED IN THE TEACHING OF US AND SOVIET MANAGERS HOW TO MANAGE SUCH PROJECTS WITH THE MAXIMUM EFFECTIVENESS FOR BOTH COUNTRIES.

THE RESULTS OF THIS STUDY EFFORT WOULD BE SUBMITTED AS A REPORT TO THE COORDINATORS OF TOPIC 5 FOR FURTHER USE IN PREPARING JOINT RESEARCH AND TEACHING PROJECTS ON COMPUTER-AIDED REFINEMENT OF DECISION-MAKING AND EDUCATION OF HIGH-LEVEL EXECUTIVES.

I LOOK FORWARD TO YOUR COMMENTS ON THIS PROPOSED PROGRAM.

WITH BEST REGARDS.

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SINCERELY,

JACK AUSTIN
HARVARD BUSINESS SCHOOL

CC: N. N. IVASHCHENKO
G. K. POPOV
B. I. RAMEYEV
V. K. ZARODOV

1. AUFENKAMP REQUESTS THAT FOLLOWING LETTER BE TRANSMITTED TO RAMEYEV WITH COPIES TO N. N. IVASHCHENKO AND ZARODOV.

2. 01.010503 - DECEMBER 3, 1976

DR. B. I. RAMEYEV
SOVIET CHAIRMAN
U.S.-U.S.S.R. WORKING GROUP ON APPLICATIONS OF
COMPUTERS TO MANAGEMENT

STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY
11 GORKY STREET
MOSCOW

DEAR DR. RAMEYEV:

ATTACHED IS A COPY OF A LETTER FROM MR. JACK AUSTIN OF THE HARVARD BUSINESS SCHOOL TO PROFESSOR VITALY OZIRA, THE SOVIET SUBTOPIC 3 CHAIRMAN (METHODS OF MANAGEMENT EDUCATION) UNDER TOPIC 5. MR. AUSTIN HAS PREPARED A SUGGESTED PROGRAM FOR HIS VISIT TO THE U.S.S.R. IN MAY IN ACCORDANCE WITH THE MINUTES OF DISCUSSION SIGNED BY PROFESSOR OZIRA AND PROFESSOR MCKENNEY IN THE U.S. ON SEPTEMBER 25, 1976.

DURING THE MEETINGS IN SOCHI IN OCTOBER PROFESSOR IVASHCHENKO AND I DISCUSSED BRIEFLY THE PRELIMINARY PROGRAM SUGGESTED IN THE MINUTES OF DISCUSSION. THE PROPOSED PROGRAM INCLUDES A BRIEF STAY (3-5 DAYS) AT THE INSTITUTE OF MANAGEMENT OF THE NATIONAL ECONOMY (DIRECTOR SHORIN).
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PROFESSOR IVASHCHENKO SUGGESTED THAT I BRING THIS PART OF MR. AUSTIN'S PROGRAM TO YOUR ATTENTION IN VIEW OF THE RELATIONSHIP BETWEEN THE STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY AND THE INSTITUTE FOR MANAGEMENT OF THE NATIONAL ECONOMY. WE WOULD BE APPRECIATIVE OF YOUR EFFORTS TO ARRANGE THIS VISIT.

IT WOULD ALSO BE USEFUL I BELIEVE FOR MR. AUSTIN TO VISIT THE RESEARCH INSTITUTE OF SYSTEM STUDIES TO DISCUSS ITS PROGRAMS THAT RELATE TO PROBLEMS OF MANAGEMENT. HERE, AGAIN, YOUR ASSISTANCE IS REQUESTED IN ARRANGING THIS VISIT.

MR. AUSTIN HAS ALSO REQUESTED TO MEET WITH FOREIGN TRADE OFFICIALS FOR PRELIMINARY DISCUSSIONS ON THE JOINT RESEARCH STUDY TO BE CONDUCTED TO PRODUCE COMPARATIVE DOCUMENTATION AND TO PREPARE TEACHING MATERIALS ON LARGE-SCALE U.S./U.S.S.R. JOINT PROJECTS. ONCE AGAIN, YOUR ASSISTANCE WOULD BE MOST WELCOME IN ARRANGING THESE MEETINGS.

I AM LOOKING FORWARD VERY MUCH TO THIS JOINT PROJECT IN

METHODS OF MANAGEMENT EDUCATION AND, PARTICULARLY, TO THE
WORK TO BE CARRIED OUT IN THE U.S. BY A SOVIET SPECIALIST
FOLLOWING MR. AUSTIN'S VISIT TO THE U.S.S.R.

WITH BEST REGARDS.

SINCERELY,

D. D. AUFENKAMP
U.S. CHAIRMAN, U.S.-U.S.S.R. JOINT
WORKING GROUP IN THE APPLICATION OF
COMPUTERS TO MANAGEMENT

ENCL: LETTER FROM MR. AUSTIN TO PROFESSOR OZIRO

CC: N. N. IVASHCHENKO
V. K. ZARODOV

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Margaret P. Grafeld
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